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FOR YOU AND YOU
AND YOU

Campaign on sulfa residues...comments on ranking of free pubs...
a couple of film accounts...speech starts or mis-starts...a bit
more about the structures dialogue. These and other comments
and items make up this issue.

* * *

DOWN WITH SULFA...

New campaign materials are coming your way. This one has to do
with sulfa residue reduction.

Findings show that feed contamination is the source of nearly 3/4
of all illegal residues...and it comes about in various ways.
Scientists figure that the surest way to eliminate the problem is
for swine producers themselves to sample and test all feed and
ingredients they use. That will enable them to pinpoint and clean
up most sources of contamination.

So the campaign will try to inform and educate the swine industry
with respect to the causes and incidence of sulfa residues in
swine...and motivate swine producers and feed industry officials
to use research findings to correct the problem.

Two agencies...the Food Safety and Quality Service (FSQS) and the
Science and Education Administration (SEA)...will handle day-to-
day release of research results, facts and figures as they're
developed and develop a 1-page news sheet to be issued about twice
a month along with results of a residue monitoring program, in-
cluding highlights from field activities of the Animal and Plant
Health Inspection Service (APHIS). The highlights will go to pro-
ducer organizations, allied industry groups, the farm press and
other key outlets.

FSQS will also develop a single-tray slide set on causes for use
by Extension people. APHIS will provide materials to swine pro-
ducers so they can sample and test feed the ingredients they use.
Included in the APHIS package will be leaflets, posters, radio
spots and envelope stuffers. And APHIS also will issue press
releases and features to urge farmers to test swine feed.

The Food and Drug Administration will aim an educational campaign
at the feed industry and Extension folks in the states are to
continue distributing information at the local level after the
Oct. 1 cooperative agency project cutoff date.

* * *

AG BY ED

Long-time "Farm Paper" editor Ed Curran soon will issue a weekly, bylined column about trends and developments in agriculture that will have an effect on the overall economy.

The column starts something new for USDA, we believe. Small town dailies and weeklies will be contacted with a sample of Ed's column to see if they wish to continue receiving it. It will be in camera-ready type, 11 ems wide, since most of those kinds of papers are turning to offset production. If the idea is acceptable, Ed will churn out about 4 columns at a time and mail them all at once. Length of each will be about 500-600 words.

Current problem in the new venture is what to call the column.

* * *

HOW THE WIND BLOWS

The second film in the energy series produced by GPA's motion picture division for SEA and the Department of Energy is beginning to get distributed. It's called "Gusts of Power," and shows some of the uses of wind power around the country.

"Gusts of Power" is 14 mins. and has already been distributed to Extension energy coordinators. Later those copies will be deposited in land grant university libraries. Additionally, the Dept. of Energy is buying 100 copies for deposit at its library. Copies also may be purchased by contacting the Sales Order Department, National Audiovisual Center, Washington, D.C. 20409...and prices vary depending upon whether buyers are government or private concerns.

The first film in the series featured uses of sun power. Bill Pemble, SEA, says a third in the series is cooking...it's about uses of alcohol motor fuels.

* * *

OR...DON'T FENCE
ME IN

Forest Service and the National Wildlife Federation held a special showing recently of "Habitat--A Special Place," another film produced by GPA's motion picture division. The film stars Leslie Nielsen as the "on camera host" or narrator, was filmed in the Grand Tetons and the Pine Barrens of New Jersey...and elsewhere. The story makes people aware of the impact man can have on habitat and how that can hinder wildlife.

"Habitat..." is 28 minutes. It's being distributed to all FS regional offices and to land grant libraries. It also can be purchased from the National Audiovisual Center.

* * *

Buddy Renfro, chief of GPA's motion picture division, doesn't spend all his time on films...though he's produced many an award winner. If you're around town June 5-29, you might drop by to see "The Last Picture Show" at Marlboro Gallery, 301 Largo Rd., Largo, Md.

"The Last Picture Show" is an exhibition of paintings, prints, ceramics, sculpture and photography of five Prince George's

Community College students. Buddy is one of them. His works are sculptures--stone and wood. We'd tell you where he gets his stone, but you'd probably think we're ghoulish. Ask Buddy.

* * *

"UNACCUSTOMED AS
I AM..."

Have you heard any good speech openings lately--the kind we could print? If so, let us know and we'll pass them along.

Here are some not-so-hot examples we've spotted in four recent speeches by non-agricultural speakers:

"It's a special pleasure to be here. And it's a special pleasure to..."

"It's a pleasure to be here...and a special pleasure to..."

"It's a pleasure to address this group and a special pleasure to..."

Finally, on the fourth go-round, to a different audience, this speaker did alter the opening in this way: "This is a high honor for me--and a special honor to..."

Now, if you run across some good opening lines that show a little ingenuity, let us know and we'll print the "speech introductions of the week." (Maybe we'll even offer them to the speech writer who produced those gems above.)

* * *

ANOTHER WINNER...

Back when we were challenging folks to rank the free publications requested most and least frequently from the Consumer Information Center, Susan Hieb, U. of Idaho, got the top and bottom batch straightened out...just didn't get them in the right order.

We'd have listed her name earlier, but she wrote: "As we are at the end of the fiscal year (and money) a phone call is too expensive just now." So she wrote instead, which is fine.

...AND A SCORING
METHOD

Then on the same challenge, Bill Tedrick, Texas A&M, figured out a way to develop a "difference score." As he put it..."that is, the summed differences between my ranking and the actual...rank."

For example, if he placed all 10 publications in complete reverse order (his top would be the actual bottom), his difference score would be 50. If he placed them in the exact order, his difference score would be 0. As it was, Bill's difference score was 27.

Had we thought of it, we could have suggested that you handle your ratings of the "for sale" publications that way. But we didn't and won't. Maybe you'll want to set up your own score though. (Next week, we hope we'll have heard from the winners in that contest...that reward offer with a value of \$20 is really something, Claude Gifford says.)

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SORRY IF WE'RE LATE

As we mentioned several weeks ago, we started putting addressees for "Inside..." on computer. The job is done and mailings have

been handled that way lately. If your copy comes later than usual, we're sorry and will try to speed things up.

* * *

WELCOME, BRENDA...

We're pleased to announce that Brenda Curtis Heiken will join Jim Johnson and Gary Crawford in GPA's radio operation on June 11. Brenda has been with the U.S. Travel Office of the Dept. of Commerce...has a background in television and advertising.

* * *

SO LONG JOHN, FOR NOW

John Obert, GPA's head of public affairs, has been detailed to the corps group developing the strategy for the structures dialogue. He says specific details as to how the operation will be handled in the future should be available in a week or so...and "Inside..." will keep you posted.

While John's away, Jack Keyser is keeping store.

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A HANDS-ON EXPERIENCE

Karen Warlick from the Dallas inf shop had a unique experience recently. She attended a rice seminar in Stuttgart, Ark., to see how Federal Grain Inspection Service (FGIS) graders perform...and got a tour of the largest, oldest grower cooperative.

Actually picking samples of rough rice and brown rice and trying to separate "screenings" from "brewers"--which are 1/64 of an inch different in size--showed her how the FGIS quality control operates to meet USDA rice standards. Some change from inf work, no?

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OFF THEY GO

More tentative travel plans for the top staff include these:

June 24-July 1--Asst Sec Alex Mercure, visit to several towns in Alaska.

July 12--Under Sec Dale Hathaway, 9th Intl. Commission of Agri. Engineering, East Lansing, Mich.

July 16--Asst Sec Alex Mercure, REA field conference, Albuquerque, N.M.

July 20--Asst Sec Bobby Smith, dedication of Natl. Vet Services Laboratory, Ames, Iowa.

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HOUSE CUTS REGIONAL
OFFICE REQUEST

The report of the House Appropriations Committee says "The requested increase of \$300,000 for the first phase of centralization of information programs at the regional level is not approved." The question still has not been taken up by the joint committees of the House and Senate. Naturally, hopes here are that the funds will be returned to the GPA appropriation request. Keep tuned.

"Inside Information" is published by the Office of Governmental and Public Affairs for information officers and specialists in the U.S. Department of Agriculture, the State Departments of Agriculture, and the Land Grant Universities. Send contributions to Hal R. Taylor, Deputy Director for Information.